

NEGOTIATION MASTERY: CREATING VALUE AND REACHING AGREEMENT

Course Code: 100930

Build the confidence and strategies needed to negotiate persuasively, collaboratively, and with consistently successful outcomes.

Negotiation Mastery: Creating Value and Reaching Agreement is a practical and engaging course designed to equip professionals with the strategies, techniques, and confidence needed to negotiate successfully in a wide range of business situations. This program helps participants understand the psychology behind negotiation, recognize diverse communication styles, and apply proven frameworks that lead to collaborative, mutually beneficial outcomes. Through interactive discussions and real-world examples, learners gain insight into how preparation, stakeholder analysis, and emotional intelligence shape negotiation success.

Over the duration of the course, participants practice essential skills—such as managing conflict, overcoming objections, navigating power dynamics, and crafting persuasive arguments—through realistic role-plays and structured exercises. They also learn how to adapt negotiation tactics to different personalities, cultural contexts, and organizational environments. By the end of the training, attendees walk away with a practical toolkit of negotiation strategies they can apply immediately to strengthen relationships, close deals with confidence, and deliver win-win solutions for their teams and organizations.

What You'll Learn

- Understand key principles, processes, and theories behind effective negotiation.
- Prepare strategically for negotiations using structured planning tools.
- Identify interests, motivations, and needs of all parties involved.
- Communicate persuasively and manage objections with confidence.
- Apply emotional intelligence to maintain control and rapport during difficult conversations.
- Navigate conflict, resistance, and power imbalances effectively.
- Develop creative, mutually beneficial solutions and agreements.
- Practice techniques to close negotiations with clarity and commitment.

Who Needs to Attend

This course is ideal for professionals at any level who participate in negotiations—whether formal or informal—and want to strengthen their ability to create value, build alignment, and reach mutually beneficial agreements. It is

especially beneficial for managers, team leads, project managers, sales and procurement professionals, HR practitioners, customer-facing roles, and anyone responsible for influencing outcomes, resolving conflicts, or securing commitments across teams or external partners. Participants seeking to enhance confidence, strategic thinking, and collaborative negotiation skills will find this program particularly valuable.

Prerequisites

There are no formal prerequisites for this course. Participants should have a basic understanding of their organizational role and decision-making responsibilities, as well as a general familiarity with workplace interactions that require persuasion, collaboration, or conflict resolution. While prior negotiation experience is helpful, it is not required—this course is designed to support both beginners looking to build foundational skills and experienced professionals seeking to refine and elevate their negotiation strategies.

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VIRTUAL CLASSROOM LIVE

\$695 USD

1 Day

Virtual Classroom Live Outline

Module 1: Introduction to Negotiation

- What negotiation is—and what it is not
- Types of negotiations in the workplace
- The mindset of an effective negotiator

Module 2: Preparing for Success

- Setting goals and defining desired outcomes
- Identifying interests vs. positions
- Stakeholder analysis and research
- Building a negotiation strategy

Module 3: Communication Skills for Negotiators

- Verbal and nonverbal communication techniques
- Active listening and questioning strategies
- Understanding different negotiation styles

Module 4: Managing the Negotiation Process

- Structuring the conversation
- Anchoring, framing, and other influence techniques
- Handling objections and difficult behaviors

Module 5: Collaborative Problem Solving

- Developing creative options for mutual gain
- Finding common ground and building trust
- Techniques for breaking impasses

Module 6: Navigating Conflict and Power Dynamics

- Recognizing sources of conflict
- De-escalation strategies
- Managing emotions—yours and theirs
- Negotiating with more powerful or resistant counterparts

Module 7: Closing the Deal

- Reaching agreement and securing commitment
- Documenting the terms
- Ensuring clarity and follow-through

Module 8: Practice, Role-Play, and Feedback

- Realistic negotiation scenarios
- Partner and group role-playing
- Instructor feedback and refinement of techniques

Module 9: Action Planning and Wrap-Up

- Creating a personal negotiation improvement plan
- Q&A, final insights, and next steps

Jun 17 - 17, 2026 | 10:00 AM - 4:00 PM EDT

Aug 18 - 18, 2026 | 10:00 AM - 3:00 PM EDT

Oct 21 - 21, 2026 | 10:00 AM - 4:00 PM EDT

Dec 21 - 21, 2026 | 10:00 AM - 3:00 PM EST



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PRIVATE GROUP TRAINING

1 Day

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Date created: 5/24/2026 4:37:23 AM

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